ABSTRACT

Interactive program guides and interactive program banners are enhanced through the use of individual program segment metadata that provides descriptive and timing information for individual segments of television programs. The program guides and program banners provide detailed information to the viewer about individual program segments, such as descriptions of individual segments, the time and duration of individual segments, and the location of individual segments within the program. Viewer preferences may be updated and future programs and segments may be searched with reference to characteristics of an individual program segment.